The following is the methodology used by the University of Iowa for their enrollment projections.

The Associate Provost for Undergraduate Education, in consultation with others, provides ten-year projections for entering first-year students and transfers.

The Office of the Registrar provides a historical review of overall undergraduate retention and individual class enrollments, and a projected number of returning undergraduates for the coming year. That number is added to the projected number of entering students to arrive at next year's projected undergraduate total, which is distributed among classes (unclassified, first-year, sophomore, junior and senior) according to historical averages.

In order to extend undergraduate projections over the next ten years, the Office of the Provost multiplies each year's undergraduate total by a reasonable estimate of the percentage of students who will return, and adds the result to the projected number of entering first-year and transfer students for the following year. The estimated percentage used is based on a review of the actual percentage of returning students over several previous years.

The deans of the Graduate College and the professional colleges provide ten-year projections for those colleges.

Iowa State University
Enrollment projection methodology

Iowa State University utilizes a component-based methodology for the projection of future year fall enrollments. Enrollment projections are based on a combination of factors including projected Iowa high school graduation numbers, past trends in recruitment and retention, and projected future trends in recruitment and retention. The ISU enrollment projection methodology originated in the late 1960's, and the long history of data and trends continues to be one of the greatest strengths of the methodology.

Projections for the number of new students begin with the determination of new freshman yield rates for the current year. The yield rate is a comparison of the count of the current year fall entering class (new direct from high school) with the number of Iowa high school graduates from the previous spring semester. The current year yield is used in combination with previous year yield rates and previous year new transfer counts to predict new freshman and transfer counts for future years. The new freshman and transfer predictions may be modified to incorporate the anticipated results of recruitment efforts and goals for the upcoming years.

A cohort retention method is used to project the number of returning undergraduate students for upcoming years. A history of previous year retention percentages are used to forecast future retention percentages. This portion of the projection process predicts the number of continuing students who will be promoted to the next year-in-school, the number of continuing students who will return in the same year-in-school, and the number of students who will return to the University after an absence of more than the previous summer session.

Projections of graduate student enrollments and enrollments in the College of Veterinary Medicine are not based on class components. College of Veterinary Medicine enrollments are very stable due to the limitations placed on the size of each entering class. Graduate College enrollments are projected based on current and past history, modified to reflect any changes due to programmatic initiatives or changes.

Prepared by the Office of the Registrar
Iowa State University
October 6, 2000

UNIVERSITY OF NORTHERN IOWA
Enrollment projection methodology

To project enrollment we use a model which calculates return rates of former students and yield rates of new students.

Return rates are based on the last 3 year average of returning students into the various student classification categories. As an example we look at freshmen returning as freshmen, freshmen returning as sophomores, etc., all the way through graduates returning as graduates.

Yield rates are based on our average of new transfer, new unclassified and new graduate students over the most recent three year period. The new freshmen category uses the yield rate of Iowa residents for the graduating senior class population in Iowa. We also use the most recent three year average on new freshmen who are non-residents and new freshmen who are not current year high school graduates.

In addition we may place into the model consideration of any major initiatives we may undertake in the enrollment management area. For example, if we engage in a major effort to enroll more non-resident freshmen students we may insert our target number rather than the average of the most recent three years.

This model has proven to be very accurate over a long period of usage. Our accuracy over the past 5 years has averaged 0.804 percent of actual to projected.

Philip L. Patton
University Registrar
University of Northern Iowa
October 30, 2002